

Meeting Date: July 24, 2013

Page 1



1450 Halyard Drive, Suite 6  
West Sacramento, CA 95691  
[www.deltaconservancy.ca.gov](http://www.deltaconservancy.ca.gov)

## EXECUTIVE OFFICER'S REPORT July 24, 2013

---

### PROGRAM UPDATE

#### *Ecosystem Restoration*

Delta Restoration Network: The Delta Restoration Network met on May 31<sup>st</sup>. The meeting was well attended with participants from the Department of Water Resources (DWR), State and Federal Water Contractors (SFWCA), The Nature Conservancy (TNC), San Francisco Estuary Institute (SFEI), San Joaquin Joint Venture (SVJV), Suisun Resource Conservation District (RCD), the Department of Fish and Wildlife (DFW), the US Fish and Wildlife Service (USFWS), the US Bureau of Reclamation (USBOR), the Delta Stewardship Council (DSC), Westlands Water District, and the Conservancy. The focus of the meeting was restoration planning, current successes, and future needs. The group reviewed the revised Statement of Purpose. There was discussion about how best to involve the Delta community. The group agreed to continue to recruit Delta representatives for the DRN meetings and to explore appropriate venues and times to do focused outreach. There was discussion about providing summaries of the meetings and posting presentations on the Conservancy website. There were presentations from the SFEI Historical Ecology project, the DFW ERP Conservation Strategy effort, the Collaborative Adaptive Management Program, and others on the need for restoration planning tools and processes. The group will meet again on June 25<sup>th</sup> to discuss the Delta Science Plan and the relationship of the plan to the IEP, the BDCP adaptive management strategy, and SFEI science efforts.

The Project Tracking group met on June 3rd. It was attended by DWR, DFW, DSC, Delta Science Program, SFEI, and US FWS staff. The focus of the meeting was the proposed project for the EPA Wetland Program Development Grant. The group provided input on the proposed project and discussed agency and program specific needs for a project tracking system.

#### *Economic Development*

Delta Branding: The Conservancy and the Delta Protection Commission (DPC) coordinated a Delta Branding panel discussion on May 29<sup>th</sup> in Isleton. Sonny Mayugba from Augustine Ideas, the leading force behind the City of Napa's brand, and Nancy Beckman from the Lodi Convention and Visitors' Bureau discussed the importance of branding destinations and the nuts and bolts of undergoing a branding campaign. Sonny and Nancy provided case studies of the work they've done in Napa and Lodi, respectively. This workshop was held to continue the branding discussion in the Delta and to further develop the community's understanding of the branding process. Representatives from local government, business, and the nonprofit sector attended the presentation.

**Meeting Date: July 24, 2013****Page 2**

The Conservancy has also partnered with the DPC to hire a marketing consultant to develop a Delta brand. The consultant will work with the community to identify the components of the brand and to develop three alternatives from which the community and Conservancy and Commission boards will review. The brand will include a logo, tagline, headline, and a brand standards handbook. The consultant began in July and is expected to complete the work by March 2014.

Promoting the Delta as a Destination: The Conservancy is currently engaged in a number of activities designed to promote the Delta as a destination. In addition to the branding effort, the Conservancy is attempting to utilize the Visit California web site to promote various destinations and activities throughout the Delta. Visitcalifornia.com provides travelers with an easy way to research destinations. Adding Delta locations to the website will provide another avenue for promoting Delta activities. The Conservancy has also developed a media campaign to market the Delta in newspapers and travel magazines. A few of the Conservancy's summer interns are creating story pitches for various publications and will work with Conservancy staff to make the pitches.

The Conservancy is also recruiting an intern to build on work conducted last summer to address concerns over the impact of increased tourism on agriculture and residents. Through the development of an advisory committee, the Conservancy will further explore safety, vandalism, and law enforcement ideas both from the Conservancy's previous research, as well as research conducted by DPC for the Great Delta Trail and the National Heritage Area.

#### *Education and Outreach*

Delta Dialogues: Phase 2 of the Delta Dialogues began on May 31, 2013. The group discussed how Delta governance could be improved. This conversation highlighted some shared understanding of the issue and deeper conflicts, and the participants are committed to working through the conflicts. The next meeting is on hold, pending award of a contract for facilitation and scenario thinking services. The Conservancy recently posted an "Invitation for Bids" to hire a consultant for these services. The bids were due on June 28, with a bid opening date of July 1. If there is a responsive bid, the Conservancy anticipates awarding a contract around July 8. Staff continues to work on securing additional funding for this effort. Updated information regarding the bid award will be presented at the Board meeting.

Delta Waterway Cleanup: On Saturday, September 21, the Conservancy is partnering with California Coastal Commission, Sacramento County Regional Parks and the River City Geocaching and Dining Society to host two sites at Lower Morrison Creek near Freeport as part of the California Coastal Cleanup. The Conservancy is coordinating additional cleanup sites with other organizations. The Delta Loop Association will host several small sites on the loop and Clarksburg Boy Scout Troop 85 will host a site for members only on Elk Slough in Clarksburg.

Meeting Date: July 24, 2013

Page 3

## PARTNERSHIP AND COORDINATION WITH OTHER AGENCIES AND ORGANIZATIONS

Agricultural Commissioners: The Conservancy staff met with the Agricultural Commissioners from the five Delta Counties to discuss how the Conservancy can best support Delta agriculture. The discussion focused on the needs of both small and industrial scale farmers. A number of specific ideas were discussed, including the need for more research, funding to help other agencies meet their objectives in the Delta, policy support, and the potential of developing a Farm Ombudsman program to help farmers navigate regulations.

Project Tracking, Assessment, and Reporting for Current and Planned Habitat Restoration: The Conservancy, in partnership with the State Water Resources Control Board (SWRCB), San Francisco Bay Joint Venture (SFBJV), Central Valley Joint Venture (CVJV), and SFEI, is proposing to expand the current capabilities of the wetland project tracking system, EcoAtlas. Developed by the California Wetland Monitoring Workgroup—a subcommittee of the California Water Quality Monitoring Council—EcoAtlas monitors and assesses California's aquatic resources. The Conservancy and its partners propose to leverage existing work and resources to enhance EcoAtlas to meet the project tracking, assessment, and reporting needs for current and planned habitat restoration in the Delta, the San Francisco Bay, and the Central Valley. Development of the proposed project occurred over three meetings attended by DFW, DWR, USFWS, SFBJV, CVJV, SFWCA, SFEI/Aquatic Science Center, DSC, and SWRCB staff. There is broad support for this project in the San Francisco Bay-Delta and Central Valley regions.

## GRANT AND FUNDING PROGRAM UPDATE

The Conservancy continues to seek grant opportunities for its ecosystem restoration, economic development, education, and outreach programs.

The following grant applications were recently submitted.

Federal Economic Development Administration Grant: The Conservancy has applied for an \$80,000 grant from the Federal Economic Development Administration to assist in the Delta Branding Project. If awarded, these funds would be used for the development of a Delta marketing plan and some initial implementation. Grant awards are expected in late September.

Wetland Program Development Grants: The Conservancy has applied for a grant from the US EPA 2013 Wetland Program Development Grants. The total project cost is approximately \$400,000. Of this amount, \$250,000 was requested in the US EPA grant and the following will be provided in matching funds as in-kind services: Conservancy - \$30,000; San Francisco Estuary Institute - \$50,000; State Water Resources Control Board - \$16,000; Department of Water Resources - \$20,000; and San Francisco Bay Joint Venture - \$25,000. If awarded, these funds will be used to enhance the EcoAtlas restoration project tracking system. The Conservancy should hear by late July if the proposal has been preliminarily selected for award. If selected, a work plan will be due by early August.

**Meeting Date: July 24, 2013**

**Page 4**

### **CONSERVANCY BUDGET UPDATE**

Budget Change Proposal (BPC) Concept: The Conservancy submitted a BCP Concept for Fiscal Year 14/15 to the Resources Agency requesting approximately \$8,000,000 and three PY for early implementation of legislative mandates and the Delta Plan.

The Conservancy will be working with DSC, DPC, and the Department of Finance to develop a five year implementation plan that identifies funding sources and priorities for near-term implementation.

### **OUTREACH – DELTA MEETING MATRIX**

An attached meeting matrix summarizes the most recent events and lists the key dates of future meetings.

#### **Contact Person:**

Shakoora Azimi-Gaylon, Assistant Executive Officer

Sacramento-San Joaquin Delta Conservancy

Phone: (916) 375-2086